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See us for good Second-hand Tractors

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Opportune Flour Mills DELIA

Our Flour is always reliable. Made from selected wheat, and backed up with many years milling experience and modern machinery, give Opportunity Flour its assured superiority.

Custom Milling and Feed Grinding

Bran and Shorts for Sale

First-class service guaranteed

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DELIA, - ALBERTA

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Dr. F. J. Netherton

DENTIST

DELIA, Alberta

FOR SALE

A Twin Cylinder, Harley-Davidson

motor, with sidecar and saddle.

Apply to H. SMART, Delia.

WANTED

Breaking and Flogging. For per-

sonal use only. CHARLES MORRISON

Phone 12 DELIA, Alberta

FOR SALE

A number of young pigs, six weeks

old. Phone 10 DELIA, Alberta

The Delia Times

PUBLISHED EVERY THURSDAY

Joe McKillop, Editor and Proprietor

Subscription rates: \$1.00 per annum

in advance. Single copies, 10c.

Classified advertising, such as Lost,

Found, or Wanted, 10c per line.

Advertisements, 50c per line.

Municipal, Legal and Reader Advice

columns, 10c per line. For insertion,

the advertiser must enclose ad-

vertisement rates on application.

Change of address must reach

the office no later than noon each

Thursday to insure insertion in fol-

lowing issue.

THURSDAY, JUNE 14, 1928

WHAT NEWSPAPER AD DID

IT WAS ONLY A FEW YEARS AGO

that the retail store in town and

the smaller outlet did the bulk of

the week's business on Saturdays.

While the other five business days

would have paid expenses, the mer-

chandise depended upon the Saturday

sales for the major portion of its

profits. In those days, too, the

average merchant would have

been exempt from excess profit

taxes in those days.

The newspaper is given credit for

discovering the possibility of in-

creasing the Saturday peak load by

the six business days of the week,

and was newspaper advertising

which has achieved the present

more equitable distribution of the

week's business. Saturday is still

the merchant's "busy" day, but now

he is only a little less busy on the

preceding five days.

This is only one of the many

services performed for business by

newspaper advertising. It is ir-

refutable that a great part of the increase in business experienced by the retail store generally in recent years has been created by newspaper advertising. Newspaper advertising has been the "Aladdin's Lamp" of the retail merchant. There are still isolated towns where one may see for himself what "nightmare have been" the nation over newspaper advertising had never been.

Local and District

John Bradford passed in a car-ol at night from Kamion, Sask. last week.

Bob Schick and Sid Craslow, of the Farmers' Store, are at present on their holidays.

Geo. Martin left on Tuesday to attend a meeting of the Masonic Grand Lodge in Calgary.

J. A. Bonner received word last Friday of the death of his father in Toronto, Dr. H. A. Bonner.

Rev. F. Foster, of Calgary, will occupy the pulpit in the Delia United Church on Sunday.

C. Grant is making a business trip to Calgary this week.

J. Shephard, of Calgary, spent the week-end with Mr. and Mrs. R. Pearce.

At the recent school examination in Calgary the Misses Emma and Mary Dawson passed with honours.

Dr. F. J. Netherton, dentist, left on Tuesday afternoon to attend the Delia United Church on Sunday, and expects to return on Saturday.

Miss Pearl McArthur, who has been visiting her sister, Mrs. J. Fairburn, during her past six weeks on Thursday morning for her home at Cardston.

We are pleased to learn that Mr. C. Millett is convalescing after her operation, and returned home from Drumheller Hospital on Sunday last.

There will be a dance given by the Delia United Church in the Spring Garden School on Friday, June 22. Music by Dot's Merry-makers. Ladies please bring lunch.

Mr. and Mrs. S. H. Sloan and family leave on Friday morning's train for Vancouver, and will take the Prince Rupert trip. They expect to be away for three months.

Remember the garden party, in aid of the cemetery fund, to be held at the home of Mrs. G. W. Harrow on tomorrow (Friday) night, starting at 6:30 p.m. Everyone is invited to be present.

A community gathering on the U.F.A. will be held at Clear Lake on Sunday, June 24th. There will be special speakers for the occasion, a luncheon at 1 p.m. followed by the meeting at 2 p.m.

Mr. J. Blair, agent of the Dominion Meteorological Service, reports the 12th inst., as 2.76 in.

For the month of May, up to this date, the precipitation was 5.82 in. followed by the meeting at 2 p.m.

Mr. G. B. Ferguson and children returned on Friday from a two week's visit to Calgary and Edmonton. While in Calgary Mrs. Ferguson attended the Ladies' Convention of the Alberta Women's Institute.

Alex. Duncan, who resided about 10 miles north of town, was found dead in his shack on Tuesday. He was one of the many people of town, and was in Delia the latter part of last week, while Duncan, his employer, arrived from Calgary on Tuesday night's train to take charge of the funeral arrangements.

Mr. A. S. Sewenow, who is the teacher and local representative of the Toronto Conservatory of Music, was one of the Delia students at a local centre for examinations in place this time. These examinations will be held on June 30th, when those of Miss Sewenow's pupils will be examined. Mr. Frank B. Welleson, who is adjudicator at the musical festival at Edmonton, will be one of the examiners.

Sentinel-Hill Items

The rains of the past two weeks have greatly benefited the growing crops and gardens.

Rev. J. Green preached in the Sentinel Hill School last Sunday eve, and will preach his farewell sermon on Sunday, June 23, at 2 p.m., in this same school.

Rev. R. Yorks, pastor holding a service in Sentinel Hill School on Sunday, June 10, at 11:30 a.m.

Mr. R. B. Dutt has made arrangements to build a new house on his farm. On Friday he had his old house moved off the site where he intends to erect his new dwelling.

Mr. R. A. MacPherson returned from Regina on Friday, where he had attended the International Wine Society.

The concert held at the Sentinel Hill School on Friday evening last, under the auspices of the W.I., proved to be quite a success. Miss Keith, our teacher, had trained her pupils in several numbers, consisting of songs, recitations and dances.

Miss Keith deserves much praise for the way her pupils acquitted themselves. Mr. and Mrs. Newcombe, of Delia, were very willing and welcome contributors.

They sang a duet, "Come to the Fair," and an encore number, a nice singer.

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